

DELIVERY OF LOCATION SIGNIFICANT ADVERTISING**ABSTRACT OF THE DISCLOSURE**

In order to fulfill the need for content-subsidizing advertisements to be different when a user's communication unit is away from the user's home geographic location, a location attribute is associated with advertisements. A current location is determined for the user's communication unit, compared to the location attributes, and an advertisement having a location attribute matching the current location is delivered to the communication unit in along with user-desired content.